

ORDER



WZZM 13

Orders
Order / Rev: 725858
Alt Order #: 6400337
Product Desc: Hoekstra for US Senate
Estimate:
Flight Dates: 10/31/12 - 11/05/12
Original Date / Rev: 10/30/12 / 11/02/12
Order Type: Political

Primary AE: Kristen Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Brabender Cox Mihalke/ POL
Buying Contact:
Billing Contact:
 1218 Grandview Avenue
 Pittsburgh, PA. 15211

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Hoekstra,P/ R/ US Senate
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	23	\$12,885.00	\$10,952.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	23	\$12,885.00	\$10,952.25	0.00
Totals	23	\$12,885.00	\$10,952.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristen Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WZZM	11/01/12	11/02/12	M-F 6-7a M-F Morning News	CM	6-7a	---TF--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--		2				\$600.00		0.00			
2	WZZM	10/31/12	11/02/12	M-F 7-9a M-F Good Morning America	CM	7-9a	--WTF--	:30	3	\$600.00	P-1	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$600.00		0.00			
3	WZZM	10/31/12	11/02/12	M-F 12-1230p Noon News	CM	12-1230pm	--WTF--	:30	3	\$500.00	P-1	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$500.00		0.00			
4	WZZM	10/31/12	11/02/12	M-F 1230-1p Judge Judy	CM	1230-1p	--WTF--	:30	3	\$165.00	P-1	0.00	NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$165.00		0.00			
5	WZZM	10/31/12	11/02/12	M-F 530-6pm M-F News	CM	530-6p	--WTF--	:30	3	\$650.00	P-1	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$650.00		0.00			
6	WZZM	10/31/12	11/02/12	M-F 6-630p M-F News	CM	6-630p	--WTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		3				\$1,500.00		0.00			

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Estimate:	

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WZZM	11/02/12	11/02/12	Fri Prime B Shark Tank	CM	9-10p	----F--	:30	1	\$610.00	P-1	0.00	NM	1	\$610.00
8	WZZM	11/03/12	11/03/12	NCAA Prime NCAA Prime	CM	8p-cc	-----S-	:30	1	\$360.00	P-2	0.00	NM	1	\$360.00
9	WZZM	11/04/12	11/04/12	This Week This Week	CM	10-11a	-----S	:30	1	\$410.00	P-1	0.00	NM	1	\$410.00
E 10	WZZM	11/04/12	11/04/12	Su 1235-135a Castle	CM	1205x-135x	-----S	:30	2	\$25.00	P-4	0.00	NM	2	\$50.00
11	WZZM	11/05/12	11/05/12	M-F 105-5a ON M-F Overnight	CM	105-135am (1:05 XM-1:35 XM)	M-----	:30	1	\$10.00	P-5	0.00	NM	1	\$10.00
Totals														23	\$12,885.00